

**Use them free for 10 days!**

# **781 MODEL BUSINESS LETTERS ANYONE CAN USE!**

***All the letters you'll ever need to write  
ALREADY WRITTEN FOR YOU!***

Dear Sir:

Here's the quick, easy way to write all your business letters, without wasting valuable time and effort. Just mail the enclosed postpaid card and I'll send you free for 10 days the greatest compilation of model business letters ever published... the all new, revised, up-to-date -

## **HANDBOOK OF BUSINESS LETTERS**

by L.E. Frailey

This big, (920 page) comprehensive book by America's foremost authority on business correspondence has become the standard source for all the letters - and replies to letters - that businessmen are called upon to write.

Each and every one of the 781 letters in this all-inclusive book is ready to use "as is" or can be quickly and easily adapted to fit your own special needs. Each one will save you hours of time and effort spent in letter writing. Equally important, they are guaranteed to bring you the results you want.

Here's a sample of what you'll find in this giant book:

- |                                                           |                                                         |
|-----------------------------------------------------------|---------------------------------------------------------|
| ** 59 letters of Appreciation                             | ** 73 Credit and Collection letters                     |
| ** 43 letters of Recommendation                           | ** 35 letters of Announcement                           |
| ** 31 letters on Trip Planning                            | ** 40 letters of Invitation                             |
| ** 27 internal letters and memos                          | ** 29 letters of Introduction                           |
| ** 23 letters of Sympathy                                 | ** 35 letters written over the<br>Secretary's Signature |
| ** 77 Sales letters                                       | ** 23 letters of Acknowledgment                         |
| ** 45 letters of Good Will                                | ** 39 Delaying Action letters                           |
| ** 26 letters of Reminder including<br>those of follow-up | ** 56 letters of Apology                                |
| ** 49 letters of Persuasion                               | ** 45 letters of Confirmation                           |
| ** 87 letters of Request                                  | ** 77 letters of Congratulations                        |
| ** 22 letters of Refusal                                  | ** 52 letters of Complaint                              |



# Just About Every Kind of Letter You Will Ever Have to Write—ALREADY WRITTEN FOR YOU!

## Sales Letters

- To the dealer
- To a prospective subscriber
- Recruiting graduates
- Institutional copy
- Folly of buying "cheap"
- Selling unseen quality
- Appeal to pride
- Keynote a savings in time or labor
- Play on desire for security
- The wish for something free
- Offer to solve financial problems
- What makes your product novel
- Proof by testimonial
- Combined collection and sales letters
- Slanted at special groups
- Inducements to increase pull
- Stirring the imagination

## Supplementary Sales Letters

- To those who have not replied
- Answers to inquiries
- To show appreciation of orders
- Inviting use of other products and services
- Hotel contacts with guests
- Put the customer on your sales force
- Make him feel part of company
- Smooth the way for salesmen
- Overcome sales resistance
- Follow-up on salesman's call
- Thanking old customer

## Letters to Regain Lost Buyers

- Polling customers on why they've quit buying
- Recovering a lost sheep
- Offer to adjust any mistake
- Questionnaire for reader to check
- Using strong personal appeal

- Appeal to reader's self-interest
- Getting an answer for the boss
- Trading gifts for replies
- Showmanship techniques

## Sales Manager Letters

- "Selling" Salesmen on need of communiques from headquarters
- Specific sales suggestions
- Suggesting a call-back
- Emphasize planned use of time
- Call for more calls per day
- When prospect "not interested"
- Overcoming objection of "high price"
- Be sure to ask him to buy it!
- Inspirational letters to your salesmen
- Sales incentives
- Telling salesmen about faults
- Blunt letter to negative thinker
- To salesman unhappy with his territory
- To salesman who has become too complacent

## Personality in Business Letters

- Letters that make friends
- Letters with the personal touch
- More YOU and less WE
- Letters that star the reader
- Humor in adjustment letters
- Letters to sell advertising
- Letters to sell clothing
- Letters to sell letters
- When the customer is very angry

## Company Better Letter Program

- Proposing a program for better company letters

- Announcing the program
- Memos to participants
- Comments on letters submitted
- Progress reports on writers
- Querying employees on how to improve program
- Better bulletins to letter writers
- Personalizing the form letter

## Letters of Goodwill

- Sending customer something useful in his own business
- Holding customer you sell or service infrequently
- Appreciation with strings attached
- Woven round the holiday season
- Showmanship at Christmas
- Other holiday messages
- Letters of congratulation
- To express condolence
- About new quarters
- Dramatized announcements
- Letters of invitation
- Letters of introduction

## Letters of Credit and Collection

- Casual early reminders
- Personalized stickers
- The first reminder
- Follow-ups using story approach
- Middle stage — increasing the pressure
- Appeal to reason — what's wrong?
- Use of the "stinger"
- Applying the Golden Rule
- "If you were in our shoes" approach
- Appeal to self-interest
- Last resort letters
- Seasoning with humor
- The company president steps in

- When very old accounts go haywire
- Out-of-the groove collection letters
- Tie-in with special days
- The credit manager helps to sell
- Asking for credit information
- Letters refusing open terms
- 2nd attempt to make order stick
- What to say when credit is approved
- Offering the credit privilege
- Putting the brakes on a charge account
- Asking customer to sign notes
- Explaining value of discount
- Refusing special terms

## Human Relations Letters

- Recognizing business friend's birthday
- A tribute from former employee
- Reply to letter of congratulation
- Follow-up of time spent together
- Commending good work
- To the man retiring from business
- To the man promoted
- Friendly gesture to parents of employee
- On the delivery of a job
- Explanation of delay
- Follow-up of visit
- Personal letters about death
- Letters to motivate employees

## Adjustment Letters

- How to correct and avoid misunderstandings
- Letters of apology and regret
- Telling the customer "yes"
- Letters that must say "no"
- Letters dealing with price advances



# NEW!

## THE EASY, QUICK WAY TO WRITE ALL YOUR LETTERS!

Here's a practical, simple-to-use, new book that makes it easy to write ANY kind of business or personal letter you'll have to write. It's called **HANDBOOK OF BUSINESS LETTERS** and it covers every imaginable letter . . . from A to Z!

This master-guide has been prepared especially for businessmen and will cut your letter-writing . . . and dictation . . . time — **AT LEAST** — in half. Whether you need letters to stimulate sales, collect a difficult debt, inspire a discouraged salesman, or simply to thank a customer for his continued patronage — **WHATEVER** type of letter you'll need to write, you'll find an actual sample you can use "as is" or with only slight variations to fit your particular problem.

These letters cover every possible occasion you'll ever be called upon to write a letter for — each one written with a style and tone perfectly suited for each individual situation . . . covering the entire range of business world correspondence.

Each and every letter has been selected from thousands gathered by the author over a period of many years. Many leading organizations and prominent people have cooperated with L. E. Frailey in assembling this unique collection — an all-inclusive volume you'll want right on your desk for instant use.

But besides giving you all these sample letters to use, it also shows you **HOW** to write impressive letters of your own — letters with the personalized touch that brings the results you want for yourself and your organization. You'll see how to get the reader's attention with . . . the **STAR** that attracts him, the **CHAIN** that builds his desire, and the **HOOK** that brings action. You'll discover the folly of big words . . . of old "whiskers" in business correspondence . . . of unnecessary words . . . and other language faults.

You'll acquire a host of new down-to-earth insights that through the years have made all the difference between a sale and a turndown for other firms. Every letter you produce will be a money-getter — specially designed to clinch profit. Not only that. Your letters will earn you dividends of goodwill from the customers you already serve, and from the new business you're trying to reach.

An added bonus is the big section on **BUSINESS LETTER MECHANICS**. It shows you what kinds of letterheads will get you the most favorable attention . . . how to achieve a quality typing job . . . and what the correct usages are as to the inside address, punctuation, numbers, abbreviations; the attention line, salutation and complimentary close, and signature; as well as paragraphing and other devices for making reading easier.

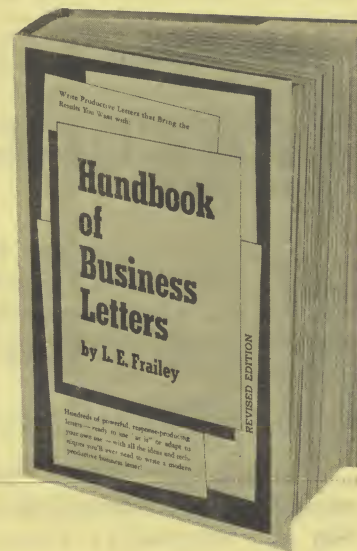
Stimulates  
Sales  
Results!

Wins  
Customer  
Goodwill!

Over 900  
Pages, Hard  
Cover!

Saves Time  
And  
Money!

Desk Size,  
781 Model  
Letters!



About the **HANDBOOK**, Stephen Sheridan of the Electrolux Corporation says: "*I would not part with my copy for \$50 if I could not get another one.*"

Edward M. Bostick, general manager of Melpar, Inc., Alexandria, Virginia, describes it as "*the most practical and comprehensive book on business correspondence I have ever read.*"

Dr. John Hervey, secretary of the Oklahoma Bar Association, has called it "*the best published to date.*"



These unique, ready-to-use letters cover every possible situation, occasion and circumstance you will ever be called upon to write a letter for or about.

The tremendous scope of this book ranges from scores of letters which have produced outstanding results for Montgomery Ward, Ralston Purina, Swift Company and other leading organizations... to scores of letters which have worked every bit as successfully for medium-sized firms and the small businessman on "Main Street, USA".

Every letter was painstakingly selected from among thousands during the author's 46 years' experience as a writer and consultant on better letters. Out of all those examined, only the 781 specimen letters contained here were deemed worthy of including in this extraordinary book -- to bring you the most persuasive... most modern... and most productive letters possible... THE PICK OF THE HARVEST!

Each one is written with a style and tone perfectly suited for each individual situation or occasion... covering the entire range of business correspondence. You get virtually every letter you'll ever have to write, already written for you... ready to use without changing a word, or with only minor modifications.

Yes, with all these models to choose from, you'll never again be concerned with what to say in your letters -- or how to say it. You'll never again waste time and effort in trying to compose a suitable letter. You'll simply scan the index -- choose the appropriate letter -- and quickly dictate it for your own or your boss's signature.

SEND FOR YOUR 10 DAY FREE EXAMINATION COPY NOW!

If you would like to be prepared to dash off quickly any letter that comes up in the course of your business day, then send now for your 10 day free trial copy of HANDBOOK OF BUSINESS LETTERS.

Use it for those ten days. See for yourself what a downright convenience it is to have just the right letter at your fingertips. Watch the reaction to your letters -- see how they deliver the punch that wins attention and the impact that produces results! See how much more time you'll have for meeting the other responsibilities of your business. Then, and only then, send \$16.00 plus postage and packing charges and it's yours to keep and use. Otherwise, just return the book and owe absolutely nothing.

That's all there is to it. The cost is nominal indeed considering the rewards you'll receive.

Sincerely yours,

*Charles R. Meredith*

Charles R. Meredith

HB/B

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